



# Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Conecuh, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Rural Bypasses	51.1%	Population	13,660	13,313
Southern Satellites	17.3%	Households	5,855	5,783
Simple Living	9.7%	Families	3,933	3,841
Heartland Communities	9.0%	Median Age	40.3	42.0
Metro City Edge	8.3%	Median Household Income	\$26,654	\$28,661

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	40	\$1,085.19	\$6,353,793
Men's	40	\$197.78	\$1,158,026
Women's	38	\$355.69	\$2,082,561
Children's	49	\$202.95	\$1,188,276
Footwear	35	\$169.18	\$990,540
Watches & Jewelry	45	\$99.97	\$585,314
Apparel Products and Services <sup>1</sup>	47	\$59.62	\$349,076
<b>Computer</b>			
Computers and Hardware for Home Use	45	\$95.38	\$558,461
Software and Accessories for Home Use	41	\$11.92	\$69,805
<b>Entertainment &amp; Recreation</b>	53	\$1,964.76	\$11,503,688
<b>Fees and Admissions</b>	39	\$238.46	\$1,396,162
Membership Fees for Clubs <sup>2</sup>	41	\$68.61	\$401,737
Fees for Participant Sports, excl. Trips	37	\$41.77	\$244,568
Admission to Movie/Theatre/Opera/Ballet	38	\$56.73	\$332,163
Admission to Sporting Events, excl. Trips	40	\$24.59	\$143,956
Fees for Recreational Lessons	36	\$46.45	\$271,973
Dating Services	51	\$0.30	\$1,765
<b>TV/Video/Sound Equipment</b>	51	\$730.13	\$4,274,897
Community Antenna or Cable TV	56	\$414.52	\$2,426,986
Televisions	43	\$127.74	\$747,895
VCRs, Video Cameras, and DVD Players	52	\$17.38	\$101,738
Video Cassettes and DVDs	51	\$33.12	\$193,908
Video Game Hardware and Software	49	\$17.71	\$103,713
Satellite Dishes	65	\$0.72	\$4,224
Rental of Video Cassettes and DVDs	50	\$25.62	\$150,034
Streaming/Downloaded Video	32	\$0.26	\$1,527
Sound Equipment <sup>3</sup>	42	\$90.15	\$527,840
Rental and Repair of TV/Radio/Sound Equipment	50	\$2.91	\$17,032
Pets	63	\$277.21	\$1,623,054
Toys and Games	53	\$79.55	\$465,776
Recreational Vehicles and Fees <sup>4</sup>	75	\$326.61	\$1,912,330
Sports/Recreation/Exercise Equipment <sup>5</sup>	50	\$107.83	\$631,322
Photo Equipment and Supplies <sup>6</sup>	51	\$65.04	\$380,837
Reading <sup>7</sup>	49	\$139.93	\$819,310
<b>Food</b>	52	\$4,327.54	\$25,337,720
<b>Food at Home</b>	53	\$2,610.25	\$15,282,988
Bakery and Cereal Products	54	\$364.90	\$2,136,514
Meat, Poultry, Fish, and Eggs	54	\$665.80	\$3,898,249
Dairy Products	54	\$298.94	\$1,750,321
Fruit and Vegetables	49	\$407.61	\$2,386,541
Snacks and Other Food at Home <sup>8</sup>	55	\$872.99	\$5,111,363
<b>Food Away from Home</b>	50	\$1,717.29	\$10,054,732
Alcoholic Beverages	43	\$255.77	\$1,497,544
Nonalcoholic Beverages at Home	57	\$250.69	\$1,467,774



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<b>Financial</b>			
Investments	31	\$319.20	\$1,868,919
Vehicle Loans	60	\$3,467.68	\$20,303,273
<b>Health</b>			
Nonprescription Drugs	65	\$73.24	\$428,832
Prescription Drugs	66	\$372.66	\$2,181,953
Eyeglasses and Contact Lenses	56	\$43.05	\$252,053
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	42	\$3,885.41	\$22,749,081
Maintenance and Remodeling Services	42	\$858.43	\$5,026,088
Maintenance and Remodeling Materials <sup>10</sup>	63	\$262.24	\$1,535,433
Utilities, Fuel, and Public Services	57	\$2,622.59	\$15,355,265
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	48	\$66.60	\$389,960
Furniture	42	\$274.44	\$1,606,856
Floor Coverings	44	\$42.25	\$247,373
Major Appliances <sup>12</sup>	54	\$164.59	\$963,684
Housewares <sup>13</sup>	45	\$42.81	\$250,680
Small Appliances	54	\$18.97	\$111,080
Luggage	38	\$3.84	\$22,510
Telephones and Accessories	43	\$18.64	\$109,126
<b>Household Operations</b>			
Child Care	40	\$165.63	\$969,752
Lawn and Garden <sup>14</sup>	55	\$234.88	\$1,375,225
Moving/Storage/Freight Express	46	\$24.04	\$140,745
Housekeeping Supplies <sup>15</sup>	55	\$424.02	\$2,482,626
<b>Insurance</b>			
Owners and Renters Insurance	58	\$285.69	\$1,672,694
Vehicle Insurance	54	\$754.80	\$4,419,346
Life/Other Insurance	57	\$326.32	\$1,910,605
Health Insurance	59	\$1,189.47	\$6,964,358
Personal Care Products <sup>16</sup>	52	\$224.77	\$1,316,037
School Books and Supplies <sup>17</sup>	47	\$54.99	\$321,966
Smoking Products	69	\$312.48	\$1,829,552
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	56	\$2,898.74	\$16,972,141
Gasoline and Motor Oil	61	\$1,533.11	\$8,976,354
Vehicle Maintenance and Repairs	52	\$516.33	\$3,023,132
<b>Travel</b>			
Airline Fares	37	\$153.34	\$897,825
Lodging on Trips	45	\$190.48	\$1,115,271
Auto/Truck/Van Rental on Trips	34	\$13.23	\$77,482
Food and Drink on Trips	46	\$214.08	\$1,253,441

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>12</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>17</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>18</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>19</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.